

[Name]

[Address]

[City, State, Zip]

[Date]

## NOTICE OF DATA BREACH

Dear [Name]:

PURE Insurance takes the privacy of your information seriously. We are writing to inform you of an event that potentially impacts the security of your information. We want to provide you with additional information about the event and steps you can take to protect yourself from any potential harm arising from this event, should you feel it is appropriate to do so.

***What Information Was Involved?*** Your first and last name, address, and driver's license number. Per MA statute, we are required to notify you when your first and last name is shared along with your driver's license number.

***What We Are Doing.*** We take the security of your information seriously. We are reviewing and updating our internal processes to ensure that documents containing sensitive personal information are only sent to the intended parties.

***What You Can Do.*** While your information was only shared with other PURE Members, we encourage you to remain vigilant, review your account statements, and monitor your credit reports for suspicious activity.

Under Massachusetts law, you have the right to obtain any police report filed in regard to this incident. One has not been filed on behalf of the company as this was simply the result of a manual entry causing a systems error. However, if you are the victim of identity theft, you also have the right to file a police report and obtain a copy of it.

In addition, you are entitled to one free credit report annually from each of the three major credit reporting bureaus. To order your free credit report, visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call 1-877-322-8228. You may also complete the Annual Credit Report Request Form at <https://www.consumer.ftc.gov/sites/www.consumer.ftc.gov/files/articles/pdf/pdf-0093-annual-report-request-form.pdf> and mail it to:

### Annual Credit Report Request Service

P.O. Box 105281

Atlanta, GA 30348-5281

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**PURE Insurance**  
44 South Broadway, Suite 301  
White Plains, NY 10601  
888.813.7873



At no charge, you can also have the major credit bureaus place a fraud alert on your file that alerts creditors to take additional steps to verify your identity prior to granting credit in your name. Please note that because it tells creditors to follow certain procedures to protect you, it may also delay your ability to obtain credit while the agency verifies your identity. As soon as one credit bureau confirms your fraud alert, the others are notified to place fraud alerts on your file.

To place a fraud alert, please contact any of the credit agencies listed below:

**Equifax**  
P.O. Box 105069  
Atlanta, GA 30348-5069  
800-525-6285  
[www.equifax.com](http://www.equifax.com)

**Experian**  
PO Box 9554  
Allen, TX 75013  
888-397-3742  
[www.experian.com](http://www.experian.com)

**TransUnion**  
PO Box 2000  
Chester, PA 19016  
800-680-7289  
[www.transunion.com/fraud](http://www.transunion.com/fraud)

You also have the right to place a “security freeze” on your credit file. A security freeze generally will prevent creditors from accessing your credit file at the three nationwide credit bureaus without your consent. You can request a security freeze free of charge by contacting each of the credit bureaus individually at:

**Equifax**  
P.O. Box 105788  
Atlanta, GA 30348-5788  
888-298-0045  
[www.equifax.com/personal/credit-report-services/credit-freeze/](http://www.equifax.com/personal/credit-report-services/credit-freeze/)

**Experian**  
PO Box 9554  
Allen, TX 75013  
888-397-3742  
[www.experian.com/freeze](http://www.experian.com/freeze)

**TransUnion**  
PO Box 2000  
Chester, PA 19016  
800-680-7289  
[www.transunion.com/credit-freeze](http://www.transunion.com/credit-freeze)

To request a security freeze, you will be asked to provide some or all of the following information:

1. Full name (including middle initial as well as Jr., Sr., II, III, etc.);
2. Social security number;
3. Date of birth;
4. Addresses for the prior 2 to 5 years;
5. Proof of current address, such as a current utility bill or telephone bill;
6. A legible photocopy of a government-issued identification card (state driver’s license or ID card, etc.); and/or
7. A copy of either the police report, investigative report, or compliant to a law enforcement agency concerning identity theft if you are a victim of identity theft.

You can further educate yourself regarding identity theft, security freezes, fraud alerts, and the steps you can take to protect yourself against identity theft and fraud by contacting the Federal Trade Commission. The Federal Trade Commission's contact information is listed below.

**Federal Trade Commission**  
Consumer Response Center  
600 Pennsylvania Avenue, NW  
Washington, DC 20580  
www.identitytheft.gov  
1-877-ID-THEFT (1-877-438-4338)  
TTY: 1-866-653-4261

***For More Information.*** We understand you may have questions that are not answered in this letter. To ensure your questions are answered timely, please contact **[Contact]** at **[contact method]**.

We seriously regret any inconvenience or concern this event has caused you.

Sincerely,  
**[Signature]**  
**[name]**  
**[title]**

PURE Insurance